Note for Abbruscato, Camille

From: Marryshow, Karen

Date: Thu, Jan 20, 1994 9:53 AM

Subject: RE: BASIC MARCH 13 NATIONAL FSI

To: Abbruscato, Camille; Galeotti, Kay

IN THE SPIRIT OF PHILIP MORRIS TRADITION.....ANOTHER REVISION:

BASIC DOES NOT ORDER ADDITIONAL SELL SHEETS. THE BRAND GETS 2,000 AT NO CHARGE. (NO $900 NET CHARGE)

TOTAL GROSS: $355,978.

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From: Marryshow, Karen on Thu, Jan 20, 1994 9:43 AM
Subject: RE: BASIC MARCH 13 NATIONAL FSI
To: Abbruscato, Camille; Galeotti, Kay

THE CPM HAS BEEN REDUCED TO $4.99. PM BRANDS WILL NOT GET REBATES IN 1994.

PS: I FORGOT TO INCLUDE THE HAWAII AND ALASKA SURCHARGE --$1,000 NET-- FOR YOUR NATIONAL DROP. REVISED COSTS ARE AS FOLLOWS:

CIRC: 57,782MM
REVISED TOTAL NET COST: $303,482
REVISED GROSS COST: $357,038

PRODUCTION CHARGES AND SELL SHEET CHARGES REMAIN THE SAME AND ARE REFLECTED BELOW.

AS SOON AS YOU KNOW WHAT THE OFFER WILL BE FOR THE COUPON, PLEASE LET ME KNOW.

THANK YOU.

PSS: A HUGH REMINDER REGARDING THE REGIONAL: YOU MUST GO TO CONTRACT BY NEXT WEDNESDAY, JAN 26 OR YOU LOSE THE DATE.

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From: Abbruscato, Camille on Tue, Jan 18, 1994 5:09 PM
Subject: RE: BASIC MARCH 13 NATIONAL FSI
To: Marryshow, Karen

How could the costs be less than for a regular national?

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From: Marryshow, Karen on Tue, Jan 18, 1994 5:07 PM

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Source: https://www.industrydocuments.ucsf.edu/docs/mxxm0004